

Channel Partner Review Template

Use the following table listing these basic elements to score your company alignment with your distributor and the range of partners they service.

Check List (1= poor, 5= perfect)	Score 1-5	What can you do to improve?
Customers: Are the bulk of your separate solutions targeting the same customer size/type/locations?		
Reseller Strategy: Agreement on the required skills, locations, & partner numbers to reach the target customers		
Disti Vendors: Are you a major or a minor player within your distributor? What is the balance of complementary & competing vendors?		
Disti Logistics: Inventory requirements, supporting systems & processes, credit management, value add specialties or verticals		
Disti Sales: People skills, types, numbers, coverage, compensation alignment, access, training, on line portal capabilities, tools & reporting		
Disti Technical: Skills required, certification requirements, demo kit, pre-sales resources, configuration, staging, escalation points & procedures		
Disti Marketing: Ability to drive MDF policies, programs, marcoms vehicles, promotions, brand management		
Disti Management: Agreed objectives, financial returns, targets, margins, rebates, business/QBR review process & accountability		

If you achieved a lower than ideal score (<30) chances are you are probably having problems with implementing and executing your channel initiative with your current structure.